

RIP LeKiosk, Long Live Cafeyn

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Wednesday, 13 November 2019

LeKiosk, the popular European information streaming platform, is rebranding as “Cafeyn”. The global rebranding to Cafeyn (<https://www.cafeyn.co/uk/newsstand/>) follows the company’s recent expansion in the UK

(<https://pressreleases.responsesource.com/newsroom/BijouPR-MarthaThieriondeMonclin/release/98121/lekiosk-expands-in-t>) and its push into other international markets. The brand today unveiled its new identity, which is designed to embody a strong brand promise - "Feel Free to be curious". Cafeyn aims to arouse people's curiosity and encourage users to take the time to reconnect properly with high quality information.

“In the wake of the music and video streaming platforms, Cafeyn intends to embody the third major axis of streaming, that of quality information. With Cafeyn, our aim is to create a strong brand to achieve our ambition to become, within the next couple of years, the European champion in information streaming,” explains Ari Assuied, CEO and Co-Founder of LeKiosk, now Cafeyn. “After several years of strong growth, this major step opens up new and promising opportunities for us.”

Awakening consumer curiosity through a new identity

In collaboration with international agency Sid Lee, Cafeyn has worked to develop a new and unique visual universe. Inspired by the world of publishing, it uses bright, yet soothing colours that encourage consumers to take the time to make themselves comfortable with their mobile devices and read high quality information.

Passionate about the media since its creation, LeKiosk, now Cafeyn, pays tribute to the work of journalists and their editors, by developing a streaming platform that is both intuitive and aesthetic with the aim of changing the way we view information.

Cafeyn wants to awaken readers’ curiosity and allow them to retreat into an information haven through a mindful and enlightening experience. Its powerful brand promise - “Feel Free to be Curious” - demonstrates that curiosity is in fact a strength. The platform allows users to focus their attention on qualitative information that matches their interests but also encourages them to explore the unknown. The new logo illustrates this in a subtle way by displaying an eye at the heart of its design.

Cafeyn, the third major axis of streaming

In a world where publishers, advertisers and apps fight for every user’s attention, every minute of the day, Cafeyn has designed a haven where all readers can retreat to be informed, entertained and educated. In the wake of music and video-on-demand platforms, Cafeyn intends to embody the third major axis of streaming, that of qualitative information.

With hundreds of titles, Cafeyn aims to offer the largest and most diverse media portfolio allowing users to freely explore and discover a full range of categories and topics.

The intuitive and easy-to-navigate catalogue allows readers to quickly and easily find the title they are looking for and discover new ones. Each article is optimised for different device screens, thanks to

Smart® reading, providing a comfortable user experience, without the need to zoom in, even when offline.

Since 2018 LeKiosk, now Cafeyn, has been providing unlimited access to its content library for £7.99 per month with a one month trial for £0.99.

For more information on Cafeyn's new identity, please visit: cafeyn.co/uk/rebrand
(<http://cafeyn.co/uk/rebrand>)

About Cafeyn

Since its creation in 2006, LeKiosk's, now Cafeyn's, ambition, driven by a deep passion for the media, has been to reconnect readers to the content that is relevant to them, by offering an ultra high-performance platform, based on advanced technology and backed up by a team of more than 90 people. With its expertise and a network of strategic partners, the platform offers hundreds of titles, news and magazines, accessible via mobile app or PC.

Cafeyn is available in France, the United Kingdom, Italy, the Caribbean and Madagascar and aims to accelerate its international expansion over the next two years. Since its inception 13 years ago, Cafeyn has continued to rapidly innovate the way it promotes information streaming at a time when the industry is reinventing itself and the way the general public consumes information is changing.

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